



Taffeta Silk Suits and Taffeta Silk and Serge Combination Suits At Remarkable Prices

For a afternoon and these occasions we are showing one of the most attractive groups of Novelties suits that one could possibly imagine. They are full of new style features and still are not in any way overdone. It is impossible to give any idea of their \$32.50 to \$75.00

Special Showing New Spring Skirts

These particular skirts we show for the first time Saturday. They are the latest ideas in skirtion. After you see them you will wonder how it was possible for such style and quality to be produced at such remarkably low prices.

25 most pleasing New Styles made up of splendid quality Services, and trimmed in ways that are new and novel, yet not extreme. Sizes for women and misses. SATURDAY \$6.50

A Remarkable Display of All That Is New In The Millinery World

EVERY day sees wonderful New Creations in Hats for the Woman. man or Miss added to the already magnificent display now in our show rooms. For Saturday we will place a number of the newest importations from Paris. These are not copies—they are the original model hats and will be of special interest.

Styles for Spring are varied than any we have seen for some time past. There are hats of the latest and newest fashion that can wear it feeling that she is just as stylish as the woman who prefers the large Sailor and Mushroom shape, or vice versa. Such profusion of handsome and wearable styles in Turbans, Bonnet effects, Mushroom and Sailor effects, with most effective Flower, ribbon and fancy mount trimmings, would be hard to picture.

For Saturday we draw your attention to a most unique group of the newest styles and creations from our own workrooms. They are copies of imported hats four and six times the price we ask. SPECIALLY PRICED

at \$7.50 to \$8.50

Floor 2.

Saturday Bargain Drug List

Mat Extract Tonic, in 16 oz. bottles, D. & Co. \$5c

Mat Extract Cold Liver Oil, 16 oz. \$5c

Aspirin Tablets (Genuine) 5 grams, D. & Co. \$5c

Alka & C. Tablets, 100 for \$5c

Emulsified Cocoon Oil Shampoo for the hair, Reg. 50c size \$5c

Castor Oil for Children, Reg. 16 oz. \$5c

Baby Owl Tablets, 25c, 50c

Beech Tonic and Wine, Tonic, 16 oz. \$6c

Compound Syrup Hypophaelites, 16 oz. bottles \$6c

Antiseptic Cascara, in 16 oz. bottles \$5c

Sweet Palatable Castor Oil, in large sizes \$5c

Chase's Nerve Food, Reg. 50c size, 2 for \$8c

Linseed Granules, 1 lb. \$6c

Perfumed Linseed Granules, 1 lb. \$6c

Princ Albert, 54 oz. \$6c

White Linseed Oil, 16 oz. \$6c

Spanish Puritan, 50 lb. box, Reg. 15c, Saturday Special \$2.00

Marmalade, 1 lb. \$6c

Turner's Marmalade, T. & B. Royal Marmalade, 3 lb. \$6c

5 lbs. price, special \$6c

Smoked, Main Floor.

Meat Section

Delectable Counter—Now the warm weather is here our cook will be sure to have a special menu prepared with a variety of succulent meats and salads.

1 lb. White Fish, Reg. 25c

Cooked Premium Ham, 1 lb. \$5c

Cooked and Pressed Bristle Cuts, 1 lb. \$5c

Jellied Tongue, 1 lb. \$5c

Liver Sausage, 1 lb. \$5c

Smoked Sausage, 1 lb. \$5c

Blood Sausage, 1 lb. \$5c

Press'd Ham, 1 lb. \$5c

Roasted Ham, 1 lb. \$5c

Roasted Sirloin Beef, 1 lb. \$5c

Roasted Pork Hocks, 1 lb. \$5c

Pressed Chicken, 1 lb. \$5c

Roasted Turkey, 1 lb. \$5c

Main Floor.

Floor 3.

1 lb. White Fish, Reg. 25c

Cooked Premium Ham, 1 lb. \$5c

Cooked and Pressed Bristle Cuts, 1 lb. \$5c

Jellied Tongue, 1 lb. \$5c

Liver Sausage, 1 lb. \$5c

Smoked Sausage, 1 lb. \$5c

Blood Sausage, 1 lb. \$5c

Press'd Ham, 1 lb. \$5c

Roasted Ham, 1 lb. \$5c

Roasted Sirloin Beef, 1 lb. \$5c

Roasted Pork Hocks, 1 lb. \$5c

Pressed Chicken, 1 lb. \$5c

Roasted Turkey, 1 lb. \$5c

—We also have RAW SILK MIDDLES in short and long sleeve. And still \$1.25 and \$1.50

—We also have RAW SILK MIDDLES in short and long sleeve. And still \$1.25 and \$1.50

—LADIES' NIGHT RIBES of soft white cambric. Low neck, short sleeve. Slipover style. They have dainty lace or embroidery finish at \$49c

—LADIES' NIGHT RIBES of soft white cambric. Low neck, short sleeve. Slipover style. They have dainty lace or embroidery finish at \$49c

—LADIES' NIGHT RIBES of soft white cambric. Low neck, short sleeve. Slipover style. They have dainty lace or embroidery finish at \$49c

—CHILD'S KNITTED OUTER WAIST of fine material, 1 lb. reinforced in back, 1 lb. reinforced in front, 1 lb. reinforced in garter. 19c

—BALDRIGGON COMBINATION with wide or wide knee shorts or no sleeve, knee length, 1 lb. reinforced in back, with lacey rib. 50c

—SILK DRAPE, wide knitted lace at knee. All size

Second Floor Specials

—HOUSE OF DONAN PONGEE SILK in the most dainty shades, made with conventional back, long back, wide shoulder and sleeve fit. This house will be found very serviceable and comes in white, flesh and mink. Sizes 34 to 44. \$3.50

—LADIES' MIDDLES' MIDDLES! We have a nice variety to choose from, with colored collar and cuff and belt; straps or bows, in Novelty, in colors or with lace. These come in all white or colored dollars, and in all sizes from 18 to 42. They are of nice quality white dollars.

—We also have RAW SILK MIDDLES in short and long sleeve. And still \$1.25 and \$1.50

—We also have RAW SILK MIDDLES in short and long sleeve. And still \$1.25 and \$1.50

—LADIES' NIGHT RIBES of soft white cambric. Low neck, short sleeve. Slipover style. They have dainty lace or embroidery finish at \$49c

—LADIES' NIGHT RIBES of soft white cambric. Low neck, short sleeve. Slipover style. They have dainty lace or embroidery finish at \$49c

—LADIES' NIGHT RIBES of soft white cambric. Low neck, short sleeve. Slipover style. They have dainty lace or embroidery finish at \$49c

—LADIES' NIGHT RIBES of soft white cambric. Low neck, short sleeve. Slipover style. They have dainty lace or embroidery finish at \$49c

—CHILD'S KNITTED OUTER WAIST of fine material, 1 lb. reinforced in back, 1 lb. reinforced in front, 1 lb. reinforced in garter. 19c

—BALDRIGGON COMBINATION with wide or wide knee shorts or no sleeve, knee length, 1 lb. reinforced in back, with lacey rib. 50c

—SILK DRAPE, wide knitted lace at knee. All size

Saturday Morning Specials

—1000 yards of SCOTCHINGHAM LACE in 12 sizes of excellent quality, in good laces and guaranteed to wash and launder. We can thoroughly recommend it as an unusual Saturday Bargain. In white, cream and Arabe. Up to 39 inches in width and 1000 yards in length. On sale 19c

Saturday morning from 9 to 12 o'clock per yard

—CURTAIN RODS

6 drapes only, 45 inches. Extending Curtain Rods in beaded nickel finish, with ball ends and brackets complete. Extra special Saturday, each \$10c

—HUDSON'S BAY LINOLEUMS

We can show you a large different seed linoleum when you come here. We have 1000 yards covering in all colors and patterns. There's a Linoleum here for every room in the house, and our prices are lowest in Western Canada.

5 yards wide, per square yard 50c

4 yards wide, per square yard 60c

Saturday a Red Letter Day in the Coat and Suit Section

We plan to have some of the newest goods have been imported in profusion from New York and Eastern fashion centres. Such a variety of new styles has never been put on display in Edmonton before. To see these wonderful suits means that you have seen the BEST New York has produced.

FOR SATURDAY WE SHOW A HANDSOME GROUP OF SUITS SPECIALLY SUITABLE FOR THE HORSE SHOW.

Handsome Suits Priced at \$32.50

Made up in several of the newest and best styles in vogue. The material is exceptionally good quality Men's Serge, in Navy Blue only. Most of these suits are made with large silk collar and over collar. They are trimmed with piping, piping are wide, wide. Grooming. Shirts made wide and flaring. Sizes to fit Women and Misses. SATURDAY

\$32.50

Floor 2.



Two Feature Suit Numbers Saturday! Men, They're Here at \$9.95

This great response to our sale of \$9.95 suits on Thursday compels us to offer the same buying opportunity to men unable to see us

Thursday—BROWN, GREY and BLUE mixed Tweeds and a good

assortment of dark pattern WORSTEDS—Every one well made.

It is needless to say more. Come Saturday and be convinced. Sizes only 36 to 40. Values \$15.00 and \$18.00. SPECIAL FOR SATURDAY.

\$9.95

Tailored Models Saturday \$22.50

This is the choicer range of patterns and models we ever had or display. Two and three button coats with every new touch tailored into each garment. BROWN and GREY in many pattern effects and a wide range of neat and exclusive patterns.

Men—Every garment is cut and made by experts, under most sanitary conditions available, enabling the tailor to put his BEST into every stitch. No—they are not ordinary suits at this price, but numbers many people ask \$27.00 for. WE ARE PROUD OF THEM!—Styles for Men and young men—in every size and type.

\$22.50

Men's Shirts

Men's stiff and soft cuff neckties

Men's shirts, all sizes from 14 to 16

value \$1.00 to \$1.25

50c

Men's Ties

A large assortment of men's four-in-hand ties to go with

Saturday

95c

"Borsalino" Quality Hats

The increasing popularity of Borsalino hats for men makes it necessary for us to have a large stock of them.

Genuine FUR—FELT—light in weight, strong and durable. Every size and shape.

Price \$4.00 and \$4.50

CANDY SPECIALS

Prun' Goodies, Reg. 30c for 25c

Min' Mimblins, Reg. 25c for 20c

Turkish Delight, Reg. 25c for 20c

Rocky's Toffee, Reg. 25c for 20c

Cream Fudge, Reg. 30c for 25c

Orchard Fruits, Reg. 50c for 35c

Chocolate, in boxes for our soldiers, Reg. 25c for 20c

Table Salt, 1 bag for 25c

Table Salt, 1 bag for 25c

White Duck Vests

Men's stiff and soft cuff neckties

Men's shirts, all sizes from 14 to 16

value \$1.25 to \$2.00. Your choice

98c

Boys' Wear—Floor 2

Boys' Shirts

Boys' Blue Galatas, suitable for

Walters and Bartenders. Trimmed with frogs or buttons. These must clear at \$1.25 to \$2.00. Your choice

98c

Men's Ties

The increasing popularity of Borsalino hats for men makes it necessary for us to have a large stock of them.

Genuine FUR—FELT—light in weight, strong and durable. Every size and shape.

Price \$4.00 and \$4.50

CANDY SPECIALS

Prun' Goodies, Reg. 30c for 25c

Min' Mimblins, Reg. 25c for 20c

Turkish Delight, Reg. 25c for 20c

Rocky's Toffee, Reg. 25c for 20c

Cream Fudge, Reg. 30c for 25c

Orchard Fruits, Reg. 50c for 35c

Chocolate, in boxes for our soldiers, Reg. 25c for 20c

Table Salt, 1 bag for 25c

Table Salt, 1 bag for 25c

White Duck Vests

Men's stiff and soft cuff neckties

Men's shirts, all sizes from 14 to 16

value \$1.25 to \$2.00. Your choice

98c

Underwear Specials

Men's Merino medium spring weight

size 36 to 48. Every size

50c

Men's Combinations

Cotton—medium weight ribbed combination in white, medium spring weight

size 36 to 48. Every size

\$1.75

Separate garments of same quality each

85c

Soldier's Day in the Hardware

CULLIFORD—For soldiers

cape. Saturday, each 15c

PENNY-KA—The only button polish that will not stain. Made especially for the British Troops

10c

WATCHES—Hudson's Bay

Light. This watch carries the Hudson's Bay

Patent. Each 15c

BRUSHES—For brushing your teeth

each 10c

BRASS BUTTON STICKS

Hardware—Floor 3.

New Books In Our Circularizing Library

MRS. BELFAMPS, Gertrude Atherton

JOHN BOGARDUS—G. A. Chapman

THE BELLS—John Galsworthy

UNREST—Warwick Deeping

POSSESSION—Oscar Wilde

THE DAUGHTER OF THE HOUSE—Mrs. Belinda Gaskell

THE BLACK EAGLE MYSTERY—Geraldine Norton

THE SHOES OF THE WITCHES—John Galsworthy

PATIENCE WORTH—Casper Yost

WHERE THE PATH LIES—Capt. Chas. M. G. Gaskins

Floor Four

BABIES' SULKIES

Buy him a tricycle and keep him out of the mud these days. We have him priced at \$2.75 and \$4.00 in the iron tire, and \$1.00, \$2.00 and \$2.50 in the rubber tire.

SPECIAL—One only English Doll Pram.

Regular \$15.00. Clearing \$10.00

—Floor Three

LITTLE BOY'S TRICYCLES

Buy him a tricycle and keep him out of the mud these days. We have him priced at \$2.75 and \$4.00 in the iron tire, and \$1.00, \$2.00 and \$2.50 in the rubber tire.

SPECIAL—One only English Doll Pram.

Regular \$15.00. Clearing \$10.00

—Floor Three

BABIES' SULKIES

Full fashioned, leather top, reinforced with leather top, black only.

85c, 9, 9½, 10, 10½, 11

Pair

Utility Silk Hose

Wedged pattern, full fashioned

top, high spliced heel and toe, two tone solid colors black and white.

Size 8½, 9, 9½, 10, 10½, 11

Pair

Holeproof Hose

Full fashioned, leather top, reinforced

with leather top, black only.

85c, 9, 9½, 10, 10½, 11

Pair

Practical Hose

Full fashioned, leather top, reinforced

with leather top, black only.

85c, 9, 9½, 10, 10½, 11

Pair

Practical Hose

Full fashioned, leather top, reinforced

with leather top, black only.

85c, 9, 9½, 10, 10½, 11

Pair

Practical Hose

Full fashioned, leather top, reinforced

with leather top, black only.

85c, 9, 9½, 10, 10½, 11

Pair

Practical Hose

Full fashioned, leather top, reinforced</p

BASEBALL
FOOTBALL
RACING

SPORTS OF ALL SORTS

JOE F. PRICE, Sporting Editor. Phone 4783

HOCKEY
CURLING
BOXINGTAIT SENTIMENT
GROWS FOR BOUT
MONDAY NIGHTWhat Was Criticized as One-Sided
Match May be the
Opposite

From what was criticized in some quarters as a one-sided match, it is symptomatic of the extreme popularity of Jess Tait, to an absolute reversal of opinion. The man who was once the favorite in the betting, has been the rather remarkable shift of public opinion. In the last few weeks regarding the bout on Monday night, the odds have shifted from Vancouver, and Coney Island, of Edmonton. The careful comparison of the records of Jess Tait and Willard, together with the realization that Tait is in his best form, and that he has never before been in the line, has been the chief cause of this shift in sentiment. The men of the west are backward in setting forth the claims of Jess Tait, the younger, and the white Americans have it, that they are most of them rather chummy with Jess Tait, and that they are close to him, as it were.

GORDON WILSON

Both sides had good workouts yesterday afternoon and will bring their active efforts to bear on the bout on Monday night to a conclusion today.

"I will meet any man's needs," he said, "and I am anxious to see the champion, and if this great weight will not count in his favor, I will consent for a bout next fall when he has finished elevating the circus."

When asked, the railroads were particularly impressed with the work of Jess Tait, and the best advantages. Joe Cotton, the veteran of many battles, is Tait's chief sparring partner. Eddie Welsh, the Welsh for boutwork, but he can teach Tait a thing or two. Tait has been half way all the time. There is no denying the fact that the local favorite is in his best form, and there may be a reason of more than friendliness in his line.

In the other camp, Kit Anderson, who has been mentioned as Tait's confidence and that of his supporters, has been asked many questions about the game to know a boxer when I see one, and his bid, Anderson, a combatant, and it is certain to be a side-splitter.

Both Tait and Young diamond will meet in a four-round preliminary previous to the main bout. In the early part of April.

Reading made a full man—but they have another name for it in a dry town.

HOT SPRING RACES

HOT SPRINGS, Mar. 31—Sunny

First race, 2 1/2 furlongs. Silver

vase. Dist. over 2nd; Russell McMill

3rd. Time 1:08.

Second race, 2 furlongs. Hazel Date

won. York Lad 2nd; Short Ballet 2nd.

Third race, 1 1/2 furlongs. Wat

won; Louie 2nd; Roy Bells 3rd.

Fourth race, 5 1/2 furlongs. Billy

Time 1:50 1/2.

Fifth race, miles and 1/2 furlong. M.

Clark 1st; Fairy 2nd; Alabey

3rd. Time 1:54 1/2.

JACK DILLON IS
OUT WITH DEFY
TO JESS WILLARD

Like John L. He Thinks the Big-
ger They Are the Harder

They Fall

NEW YORK, Mar. 31—Jack Dillon,

the lightweight, cans out yesterday with a bold challenge to Jess Tait. Despite the great favoritism of the public, Dillon can beat the champion. "I have met and defeated many men of men's weight," he said, "and I am anxious to see the champion, and if this great weight will not count in his favor, I will consent for a bout next fall when he has finished elevating the circus."

SPORT MORTALITY
IN PAST TEN YEARS

A statistician supplies the information that 942 lives were sacrificed on the playing fields of the past ten years. Not a great many, considering the enormous number of men who have died in the various ways, but it is a half way all the time. There is no denying the fact that the local favorite is in his best form, and there may be a reason of more than friendliness in his line.

In the other camp, Kit Anderson, who has been mentioned as Tait's confidence and that of his supporters, has been asked many questions about the game to know a boxer when I see one, and his bid, Anderson, a combatant, and it is certain to be a side-splitter.

Both Tait and Young diamond will meet in a four-round preliminary previous to the main bout. In the early part of April.

Reading made a full man—but they have another name for it in a dry town.

FRED FULTON AND
REICH TO SWAP BLOWS

NEW YORK, Mar. 31—New York's next lightweight bout will bring together Fred Fulton and Al Reich. Negotiations with the managers of the Madison Square and the Opera House were practically completed yesterday. The bout probably will be in the latter part of April.

Reading made a full man—but they have another name for it in a dry town.

HAS RING MAN TO BEAT CHAMPION?

WILLARD SAYS NO AND JUSTLY SO

PROGRESSIVE FIRMS BUILDING A BIGGER EDMONTON



FIRMS WORTHY THE SUPPORT OF EDMONTON PEOPLE

Spend Your Money With Best Manufacturers And Other Business Houses And Help Them Make The City Prosperous

The Douglas Co. Limited

MANUFACTURERS OF
Printing & Loose Leaf
Systems & Devices

Phones 1563 & 6180
10208 100A Avenue.
EDMONTON ALBERTA



Campbell & Ottewell

"ON SALE, EVERYWHERE."

EAT :: : CAMPBELL'S BREAD !

"It's the grub that makes the butter fly"
Phone 1444

CHAS. W. CAMPBELL
The Better Bread Baker
"ON SALE EVERYWHERE"

A Small Tea Room With a Great Reputation

The Quality of Our Food, and
the Pot of Delicious Tea
Does It.

Ye Olde Tea Room

10251 JASPER AVE.
(Facing Hudson's Bay)



North-West Biscuit Co.

EDMONTON

Make that old Cook Stove or Range a Perfect Gas Stove

The Eclipse Vapor Gas Burner
will fit any cook stove or range,
burns natural gas and will bake
bread from a cold flat to a crisp.
We guarantee it to do all we claim
for it or money refunded in full.
It's a gold mine for live agents.
Manufactured only by

Eclipse Specialty Mfg.
Company
Edmonton, Alberta

A New Telephone
Directory
WILL BE ISSUED IN MAY
FOR THE ENTIRE CITY PERSONS
25,000 DIAL. There is no charge
for this directory. Call 851 for RATES
CITY TELEPHONE DEPT.
All changes to be in by April 16th.

Dredge & Crossland
PRINTERS
1019 100A ST. EDMONTON PHONE 5156

BOXES
OF EVERY
DESCRIPTION
WE MAKE
JUST WHAT
YOU ORDER
In Wooden Boxes
PHONE 2169
CAPITAL CITY BOX
COMPANY, LIMITED
P.O. BOX 1257.



GOOD BREAD IS THE STAFF OF LIFE

Butter Krust Bread
Makes Light, Wholesome, Biting Pure,
Light and Saponitely Clean.
McGAVIN'S BAKERY
PHONE: 72491

GREAT NORTHERN COAL CO. LTD.

Shippers and Retailers for the
Alberta Coal Mining Co., Ltd.
Producers of
HIGH GRADE DOMESTIC AND
STEAM COAL.
Retail Yard Government Ave.
and C.N.R.
We supply the consumer direct or
sell to customers off the cars
Phone 6355

Investigate The New Phonola !

which is destined to revolutionize the talking machine industry.

The new invention consists of a series of boxes of different sizes, from 1/4 inch to 6 inches in diameter and 2 inches to 6 feet in height. Each box is a brace every note in the scale, and the notes are given in the notes are given forth by the record which happens to be placed in the box.

Everyone is cordially invited to come and hear this wonderful instrument.

Demonstrations daily.
The Masters Piano Co.
423-425 Jasper Ave. W.
"Everything in Music"

To Insure a Good Season
Your Motor Car
Should Be Overhauled Now.

Our Repair and Electrical
Departments Are the Best
in the City
ALL WORK GUARANTEED.

Edmonton Garage Ltd.
PHONE 81762

"BUTTERCRUST" BREAD WINS MANY FRIENDS

Quality, Nutrition, Attractive
Packages, Cleanliness, Char-
acteristic of McGavin
Bros. Bread.

"Buttercrust" Bread is one of
the city's institutions. Who is
there who has not during the last
couple of years heard of it or
eaten it? And to buy it once is
to become a regular customer, be-
cause it is a bread of a particularly
appealing quality which
has won friends and is responsible
for the enormous increase in
business which the makers of this
bread, McGavin Bros., have enjoyed.

This firm has every reason to be
proud of the record which they
have made. They began business
years ago they began business in
Edmonton and were then one of the
smallest baking concerns in the
city. A year ago they opened their
present bakery, which
now, if we may be allowed to say,
the requirements of the firm for
many years, yet today, they find
the place too small and with per-
manent day and night shifts, they
can barely keep up with the de-
mand and are now planning ex-
tensions right away.

This business has been built up
from nothing, the increase in the
second year over the output of the
first twelve months was more than
\$80,000.

One of the policies of the firm,
which should recommend it to
every loyal Edmontonian is that
it is using Edmonton flour almost
exclusively. In this it is using
the very best flour from Edmonton
for the support of Edmonton business,
and the quality of the bread pro-
duced is evidence of the fact that
Edmonton flour is equal to any
other part of the country.

McGavin's Limited exercise
every care in the making and
handling of their bread. One of
the first things to be done is the
cleaning of every loaf, but the clean-
ing does not begin there. It
begins before the bread is baked.
Every stage of the mixing and
baking is carefully watched. In
order to do this or some may
enter into the ingredients of the
loaf, the oven, which is the only
one of the kind in the city, is
made so that all the firing and
cleaning out of the ashes is done
inside. The consequence is that
no oil, dust, no smoke, and no
ashes can possibly approach the
bakery while bread is being made
or at any other time.

The firm has a fleet of delivery
wagons which covers every part
of the city and "McGavin's" is a
household name in Edmonton.

BULLETIN ADS Bring Results

